Grantee Information

ID	1432
Grantee Name	WMPG-FM
City	Portland
State	ME
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: [1.1]

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000					2		2
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	2	0	2

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000					1		1
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	1	0	1

Major Job Category / Job Code / Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	1
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	1

Please enter the gender and ethnicity of each
person with disabilities listed above (e.g. 1 African American female).

1 white female

1.2 Major Programming Decision Makers

Jump to question: [1.2]

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers					2		2
Male Major Programming Decision Makers					1		1
Total	0	0	0	0	3	0	3

1.3 Employment of Part-Time Radio Employees

Please enter the number of PART-TIME employees in the grids below. The first grid
includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000							0
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100							0
Craftspersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	0	0	0	0	0	0	0

Major Job Category / Job Code	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many
worked 15 or more hours per week, but not full time?

Number working less than 15 hours per week [   ]

Number working 15 or more hours per week [   ]

1.5 Full-Time Hiring

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

No full-time employees were hired (check here if applicable) ☑

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0

1.6 Full-Time and Part-Time Job Openings

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in
previously filled positions and newly created positions. Include all positions that became available during the fiscal year,
regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of
whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through
the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or
newly created position to be filled). If no full-time or part-time job openings occured, please enter zero.

Number of full-time and part-time job openings [0]

1.7 Hiring Contractors

During the fiscal year, did you hire independent contractors to provide any of the following services?

Check all that apply

Underwritting solicitation related activities ☐

Direct Mail	☑
Telemarketing	☐
Other development activities	☐
Legal services	☑
Human Resource services	☐
Accounting/Payroll	☑
Computer operations	☐
Website design	☑
Website content	☑
Broadcasting engineering	☑
Engineering	☑
Program director activities	☐
None of the above	☐

Comments

Question	Comment
No Comments for this section	

2.1 Corporate Management Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	$ 45,000	25
Chief Executive Officer - Joint		$	
Chief Operations Officer		$	
Chief Operations Officer - Joint		$	
Chief Financial Officer		$	
Chief Financial Officer - Joint		$	
Chief Digital Media Operations		$	
Chief Digital Media Operations - Joint		$	

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions Jump to question: 2.2

Publicity, Program Promotion Chief		$	
Publicity, Program Promotion Chief - Joint		$	
Communication and Public Relations, Chief		$	
Communication and Public Relations, Chief - Joint		$	

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions Jump to question: 2.3

Programming Director	1.00	$ 38,000	5
Programming Director - Joint		$	
Production, Chief		$	
Production, Chief - Joint		$	
Executive Producer		$	
Executive Producer - Joint		$	
Producer		$	
Producer - Joint		$	

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising Jump to question: 2.4

Development, Chief	1.00	$ 38,000	15
Development, Chief - Joint		$	
Member Services, Chief		$	
Member Services, Chief - Joint		$	
Membership Fundraising, Chief		$	
Membership Fundraising, Chief - Joint		$	
Major Giving Fundraising Chief		$	
Major Giving Fundraising Chief - Joint		$	
On-Air Fundraising, Chief		$	
On-Air Fundraising, Chief - Joint		$	
Auction Fundraising, Chief		$	
Auction Fundraising, Chief - Joint		$	

Please list the Other Job titles in this sub-category not listed above

2.5 Underwritting and Grant Sollicitation Jump to question: 2.5

Underwriting, Chief		$	
Underwriting, Chief - Joint		$	
Corporate Underwriting, Chief		$	
Corporate Underwriting, Chief - Joint		$	
Foundation Underwriting, Chief		$	
Foundation Underwriting, Chief - Joint		$	
Government Grants Solicitation, Chief		$	
Government Grants Solicitation, Chief - Joint		$	

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Operations and Engineering, Chief [____] $[____] [____]
Operations and Engineering, Chief - Joint [____] $[____] [____]
Engineering Chief [____] $[____] [____]
Engineering Chief - Joint [____] $[____] [____]
Broadcast Engineer 1 [____] $[____] [____]
Broadcast Engineer 1 - Joint [____] $[____] [____]
Production Engineer [____] $[____] [____]
Production Engineer - Joint [____] $[____] [____]
Facilities, Satellite and Tower Maintenance, Chief [____] $[____] [____]
Facilities, Satellite and Tower Maintenance, Chief - Joint [____] $[____] [____]
Technical Operations, Chief [____] $[____] [____]
Technical Operations, Chief - Joint [____] $[____] [____]
Information Technology, Director [____] $[____] [____]
Information Technology, Director - Joint [____] $[____] [____]
Web Administrator/Web Master [____] $[____] [____]
Web Administrator/Web Master - Joint [____] $[____] [____]

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic

News / Current Affairs Director [____] $[____] [____]
News / Current Affairs Director - Joint [____] $[____] [____]
Music Director [____] $[____] [____]
Music Librarian/Programmer [____] $[____] [____]
Announcer / On-Air Talent [____] $[____] [____]
Announcer / On-Air Talent - Joint [____] $[____] [____]
Reporter [____] $[____] [____]
Reporter - Joint [____] $[____] [____]
Public Information Assistant [____] $[____] [____]
Public Information Assistant - Joint [____] $[____] [____]
Broadcast Supervisor [____] $[____] [____]
Broadcast Supervisor - Joint [____] $[____] [____]
Director of Continuity / Traffic [____] $[____] [____]
Director of Continuity / Traffic - Joint [____] $[____] [____]

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Education, Chief [____] $[____] [____]
Education, Chief - Joint [____] $[____] [____]
Volunteer Coordinator [____] $[____] [____]
Volunteer Coordinator - Joint [____] $[____] [____]
Events Coordinator [____] $[____] [____]
Events Coordinator - Joint [____] $[____] [____]
Section 2. Average Salary Totals [3.00] $[121,000] [45]

Please list the Other Job titles in this sub-category not listed above

Comments

Question	Comment
No Comments for this section	

3.1 Governing Board Method of Selection

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

Ex-Officio (Automatic membership because of another office held) [15]

Appointed by government legislative body (including school board) or other government official (e.g. governor) [0]

Elected by community/membership [0]

Other (please specify below) [0]

Elected by board of directors itself (self-perpetuating body) [0]

Total number of board members (Automatic total of the above) [15]

3.2 Governing Board Members

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members					5		5
Male Board Members					10		10
Total	0	0	0	0	15	0	15

Number of Vacant Positions [____]

Total Number of Board Members (Total should equal the total reported in Question 3.1.) [15]

Number of Board Members with disabilities	1

Comments

Question	Comment
No Comments for this section	

4.1 Community Outreach Activities

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

	Yes/No
Produce public service announcemnts?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the educational community?	Yes
Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Produce/distribute informational materials based on local or national programming?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?	Yes
Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Host community events (e.g. benefit concerts, neighborhood festivals)?	Yes
Did the community events have a specific, formal component designed to be of special service to the educational community?	Yes
Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Provide locally created content for your own or another community-based computer network/web site?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the educational community?	Yes
Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes
Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?	Yes
Did the partnership have a specific, formal component designed to be of special service to the educational community?	Yes
Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?	Yes

Comments

Question	Comment
No Comments for this section	

5.1 Radio Programming and Production

Instructions and Definitions:

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)	0	7,000	7,000
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)	220	700	920
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)	300	480	780
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)	36	24	60
All Other (incl. sports and religious — Do NOT include fundraising)	0	0	0
Total	556	8,204	8,760

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

Approx Number of Original Program Hours	1,500

Comments

Question	Comment
No Comments for this section	

6.1 Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occured in Fiscal Year 2020. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2020 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WMPG's Mission is to empower University of Southern Maine students and community members to create diverse, innovative, high quality media, foster the exchange of ideas, and celebrate the many cultures of USM and surrounding communities for broadcast to the world. These programs often are created to address identified community issues and needs considered vital to our community. Our volunteers create a huge variety of programming in music, public affairs, and news, and except for the national news shows - all of this programming is produced live. We are now involved in the NFCB Community Counts Initiative and will incorporate this to better identify community needs.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

This year due to Covid-19 we were limited in external projects. One example of creative initiatives were that we broadcast a number of area high school graduations. These were attended by the students parked in their cars and when their names were called, they heard it over the radio and walked up to received their diplomas. We broadcast three high school graduations and one college graduation. We also connected with a local middle school and broadcast their 5th graders podcast they created for their podcast class.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

We received a lot of feedback from the middle school podcasts. We posted them on our web page and had many phone calls thanking us for offering such interesting programming and many people hearing from the children's perspective of on various subjects.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2020, and any plans you have made to meet the needs of these audiences during Fiscal Year 2021. If you regularly broadcast in a language other than English, please note the language broadcast.

We broadcast a program called New Mainers. This program features new immigrants that have moved to Maine and their experiences. this year we broadcast in Spanish, Russian, French.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

This funding is critical to our operations, we would likely have to cut our staff of three managers without this funding so it is safe to say that we rely on this funding to offer many of the services including training and general operations.

Comments

Question	Comment

No Comments for this section

7.1 Journalists   Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Other
News Director												
Assistant News Director												
Managing Editor												
Senior Editor												
Editor												
Executive Producer												
Senior Producer												
Producer												
Associate Producer												
Reporter/Producer												
Host/Reporter												
Reporter												
Beat Reporter												
Anchor/Reporter												
Anchor/Host												
Videographer												
Video Editor												
Other positions not already accounted for												
Total	0	0	0	0	0	0	0	0	0	0	0	0

Comments

Question	Comment

No Comments for this section